REMARKS/ARGUMENTS

Claims 1-46 are pending in the application. Claims 1, 40 and 41 are amended. Claims 2-8, 30-35, and 42-46 are allowed. Claims 13, 24, and 35 objected to as being dependent upon a rejected claim, but it is indicated that they would be allowable if rewritten in independent form.

Claims 1, 9-12, 14-23, 25-29, and 36-41 are rejected under 35 U.S.C § 102 (e) as being anticipated by Williams at al. (US 5,977,964); and claims 17, 22, 23, 29, and 36-41 are rejected under 35 U.S.C § 103 (a) as being unpatentable over Williams. Applicant submits that all of the remaining claims currently pending in this application are patentably distinguishable over the cited references, and reconsideration and allowance of this application are respectfully requested.

Independent claim 1 includes, among other limitations, "storing on statistical data and psycho-demographic information that is based on probability-based character traits about a plurality of contents; collecting data about user selections of a portion of the plurality of contents; iteratively integrating the collected user selections data with the stored statistical data and the psycho-demographic information about the user selections of a portion of the plurality of contents." Independent claims 29 and 39 include, among other limitations, "iteratively assigning probabilities to each of the collected unique characteristic segments," and "integrating each of the collected unique characteristic segments with assigned probabilities derived from the general populous statistical data

and with the psycho-demographic information about the user that is based on probability-based character traits."

Applicant respectfully disagrees with the assertion in the Final Office action that the disclosure in col. 9, lines 54-56 of Williams describing "[i]f there is greater than a predetermined probability that the information in the behavior log matches the user profile of one of the known users, system controller 104 determines that a match has been made," discloses the claim limitation of "statistical data and psycho-demographic information that is based on probability-based character traits." The "predetermined probability" of Williams is just a predetermined (threshold) number that Williams' system uses to decide whether or not a match has been made. This predetermined (threshold) number is not the same as "statistical data and psycho-demographic information that is based on probability-based character traits," as required by the independent claims 1, 29, and 39.

Furthermore, there is no teaching in Williams of "iteratively assigning probabilities to each of the collected unique characteristic segments," as required by independent claims 29 and 39. First, the "<u>predetermined</u> probability" of Williams is not assigned "to each of the collected unique characteristic segments." Second, there is no description of "<u>iteratively</u> assigning probabilities" in Williams. Finally, there is no teaching in Williams of "integrating each of the collected unique characteristic segments with <u>assigned</u> <u>probabilities derived from the general populous statistical data</u> and with the psycho-demographic information about the user that

is based on probability-based character traits," as required by independent claims 29 and 39. Williams does not disclose any probabilities derived from the general populous statistical data.

With respect to claim 1, as discussed above, Williams does not describe the limitation of "statistical data and psycho-demographic information that is based on probability-based character traits." Furthermore, Williams does not disclose the limitation of "storing on statistical data and psycho-demographic information that is based on probability-based character traits about a plurality of contents;" neither does it disclose the limitation of "iteratively integrating the collected user selections data with the stored statistical data and the psycho-demographic information about the user selections of a portion of the plurality of contents."

As a result, independent claims 1, 29, and 39 are not anticipated by Williams. Furthermore, claims 17, 22, 23, 29, and 36-41 are not obvious over Williams. In short, the independent claims 1, 29, and 39 define a novel and unobvious invention over the cited references. Remaining dependent claims 9-12, 14-23, 25-28, 36-38 and 40-41 are all dependent from independent claims 1, 29 and 39 and therefore include all of the limitations of claims 1, 29, and 39 and additional limitations therein. Accordingly, these claims are also allowable over the cited references, as being dependent from allowable independent claims 1, 29 and 39, and for the additional limitations they include therein.

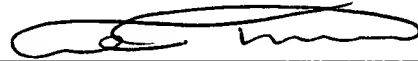In view of the foregoing amendments and remarks, it is respectfully submitted that this application is now in condition for allowance, and accordingly, reconsideration and allowance are respectfully requested.

Respectfully submitted,

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